

Message

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Sent: 11/5/2018 4:42:29 PM
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Subject: Request for your support- Stormwater Funding Training Course
Attachments: Chapter 1 Stormwater Funding Learning Module- Prepare for Success- Get Organized and Build Support Final 10.18.18.docx; Chapter 2 Stormwater Funding Learning Module- Building an Effective Stormwater Funding Strategy Final 10.18.18.docx; Chapter 3 Stormwater Learning Module Estimating Stormwater Program Costs Final 10.18.18.docx; Chapter 4 SW Funding Learning Module Revenue and Financing Strat 10.19.18 Final.docx; Chapter 5 - Stormwater Funding Learning Module - Dedicated Funding and Revenue Source Final 10.18.18.DOCX; Chapter 6 SW Funding Learning Module Enaging Private Sector Final 10.22.18.docx

Greetings Gents:

I hope the post Halloween, pre Election weekend was good to you. It was great to see several of you at the recent CASQA meeting. I am writing to followup on some of our conversations concerning municipal stormwater program capacity building needs and opportunities, and to ask for your help.

As I have mentioned to several of you, we at EPA are aware that funding constraints and difficulty in obtaining increased funding remains one of the most daunting challenges local stormwater programs face. One of the key recommendations from our first stormwater program improvement workshop held last fall (in which several of you participated) was to provide more training and outreach to help local programs do a better job planning for, communicating about, and actually seeking reliable, adequate program funding.

In response to this need, EPA developed an online municipal stormwater funding training course, which we are hoping to post for general use in January 2019 on our national Water Finance Clearinghouse along with several other water finance trainings. The draft course chapters are attached FYI. The course will be in the form of 6 connected, but independent chapters designed so that users can take the whole course or focus on areas of particular interest. Several states, Environmental Finance Centers, and local program managers reviewed the draft course and provided useful input that we incorporated in the course materials we delivered to EPA HQ. We plan to post this initial training course, then monitor its use over the next year with an eye to making improvements as needed and tailoring it to address specific areas of need that emerge. For example, we are already planning to put on stormwater asset management training in the next several months, and have just kicked off a project to develop a local stormwater program development handbook that will build upon material in the training course and address other areas of need as well. We are also discussing creating training on effective stormwater communication strategies. We expect to revise the course in late 2019. While we don't expect to make any big changes during the current ongoing review and coding process, we would welcome receiving any comments you might have to help strengthen the course in its next iteration.

Here's where I need your help. Our training course is different from the others EPA developed in that it spends a substantial share of time discussing what local programs need to do to become more effective in seeking reliable funding. We go beyond the usual catalog of possible grant funding sources and include sections on communications with the public and decisionmakers, long term planning, asset management, as well as sections on cost estimation, utility formation and fee development, and P3 approaches. We did this because many of our customers indicated that more basic training on how to plan for and message about the need for funding was needed. We hope you agree that this broader context is important to address.

The course is now undergoing internal EPA review. We have not heard of any issues or problems during the review process, but as you might expect, EPA's senior managers are keenly attuned to the needs and preferences of states and local governments. If we were to receive brief statements of support from your organizations for this training course

effort, and in particular the need for more comprehensive training and capacity building beyond just listing funding sources, it would increase our chances of retaining its broader focus and, we hope, make it more useful to users.

If you would feel comfortable providing a brief statement of support by letter or email on behalf of your organizations, it would assist the internal review process and enable us to get this course up quickly for use by our colleagues. If you are willing to help us out, please address your letter or message to:

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I'd be grateful if you would also copy me on any letters or messages you send to Sonia. Please call or write if you have any questions, and thanks!
Dave

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